



**Euromonitor  
International**

# Snacks in India

October 2025

Table of Contents

## Snacks in India

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025

Table 2 - Sales of Snacks by Category: Value 2020-2025

Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Snacks by Format: % Value 2020-2025

Table 9 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 10 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in India

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising health consciousness and elevated prices curb demand

Mondelez India Foods leads with broad product portfolio and widespread distribution

Small local grocers dominate amidst growing competition from modern retailers and quick commerce platforms

#### PROSPECTS AND OPPORTUNITIES

Robust demand for premium and healthier chocolate confectionery

Product versatility and the stable supply of key raw materials will fuel volume sales

Health consciousness, modern retailing, and new label regulations will influence demand

### CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2020-2025

Table 14 - Sales of Chocolate Confectionery by Category: Value 2020-2025

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2020-2025

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2020-2025

Table 17 - Sales of Chocolate Tablets by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2021-2025

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2022-2025

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2020-2025

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2025-2030

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2025-2030

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2025-2030

## Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2025-2030

### Gum in India

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability benefits impulse purchases while mints pose a competitive threat

Perfetti Van Melle India maintains a strong lead in gum

Traditional retailers grasp the lion's share of sales

#### PROSPECTS AND OPPORTUNITIES

Players will look to extend the benefit proposition with a health-focus

Labelling revisions could lead to greater consumer scrutiny

Small local grocers will remain crucial for impulse purchases, while modern retailers and quick commerce platforms drive premiumisation

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2020-2025

Table 26 - Sales of Gum by Category: Value 2020-2025

Table 27 - Sales of Gum by Category: % Volume Growth 2020-2025

Table 28 - Sales of Gum by Category: % Value Growth 2020-2025

Table 29 - Sales of Gum by Flavour: Rankings 2020-2025

Table 30 - NBO Company Shares of Gum: % Value 2021-2025

Table 31 - LBN Brand Shares of Gum: % Value 2022-2025

Table 32 - Distribution of Gum by Format: % Value 2020-2025

Table 33 - Forecast Sales of Gum by Category: Volume 2025-2030

Table 34 - Forecast Sales of Gum by Category: Value 2025-2030

Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030

Table 36 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

### Sugar Confectionery in India

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation of sugar confectionery is evident in chewy candies and gummies

Parle Products and ITC benefit from mass-market offerings

Offline retail channels form the backbone of sugar confectionery sales

#### PROSPECTS AND OPPORTUNITIES

Changing consumer lifestyles could lead to polarisation in sugar confectionery

Distribution strategies will remain key in sugar confectionery

Local flavours will increasingly influence demand

#### CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2020-2025

Table 38 - Sales of Sugar Confectionery by Category: Value 2020-2025

Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025

Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025

Table 41 - Sales of Chewy Candies by Type: % Value 2020-2025

Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025

Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025

Table 44 - Distribution of Sugar Confectionery by Format: % Value 2020-2025

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

## Ice Cream in India

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ice cream faces unprecedented weather disruption and intense competition from close substitutes

Competition intensifies as niche brands target urban consumers

Small local grocers continue to dominate amidst growing competition from quick commerce platforms

#### PROSPECTS AND OPPORTUNITIES

Health focused innovations will gain popularity, but high unit prices will remain a challenge

Favourable weather and macro-economic conditions to benefit ice cream category

Quick commerce platforms will intensify competition as new brands emerge

#### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2020-2025

Table 50 - Sales of Ice Cream by Category: Value 2020-2025

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 52 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2020-2025

Table 55 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 56 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025

Table 61 - Distribution of Ice Cream by Format: % Value 2020-2025

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 63 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

## Savoury Snacks in India

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Mindful snacking trend fuels steady value growth

Competition intensifies driven by changes in lifestyle habits and price sensitivity

Small local grocers dominate whilst quick commerce platforms fuel growth in the e-commerce channel

#### PROSPECTS AND OPPORTUNITIES

Rising awareness of ingredients will fuel demand for healthier savoury snacks

Regionalisation of flavours and habit persistence drives sales in other savoury snacks

Expansion of quick commerce serves to benefit category

#### CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2020-2025

Table 67 - Sales of Savoury Snacks by Category: Value 2020-2025

Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025  
 Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025  
 Table 70 - NBO Company Shares of Savoury Snacks: % Value 2021-2025  
 Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025  
 Table 72 - Distribution of Savoury Snacks by Format: % Value 2020-2025  
 Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030  
 Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030  
 Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030  
 Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

## Sweet Biscuits, Snack Bars and Fruit Snacks in India

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Inflationary pressures and evolving consumer preferences impact growth of sweet biscuits  
 Britannia and Parle are leading brands with a strong heritage in sweet biscuits  
 Players remain dependent on small local grocers

#### PROSPECTS AND OPPORTUNITIES

Snack bars to witness growth fuelled by rising health consciousness  
 Plain biscuits will remain essential to consumers even as the premiumisation trend evolves in sweet biscuits  
 The expansion of modern retailing will enable category growth

### CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025  
 Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025  
 Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025  
 Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025  
 Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025  
 Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025  
 Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025  
 Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025  
 Table 85 - NBO Company Shares of Snack Bars: % Value 2021-2025  
 Table 86 - LBN Brand Shares of Snack Bars: % Value 2022-2025  
 Table 87 - NBO Company Shares of Fruit Snacks: % Value 2021-2025  
 Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025  
 Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025  
 Table 90 - Distribution of Sweet Biscuits by Format: % Value 2020-2025  
 Table 91 - Distribution of Snack Bars by Format: % Value 2020-2025  
 Table 92 - Distribution of Fruit Snacks by Format: % Value 2020-2025  
 Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030  
 Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030  
 Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030  
 Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-india/report](http://www.euromonitor.com/snacks-in-india/report).